



**Changing pain.  
Changing minds.**

## **Pain BC Sponsorship Policy<sup>1</sup>**

### **I. Background**

Pain BC actively fundraises for its annual operating and project costs. Sources of funds include revenue from educational events, membership dues, grants from government and government agencies, grants from Foundations, individual donations, unrestricted grants and sponsorships from the corporate sector.

Pain BC must have the financial resources to continue to provide high-quality programs and to expand its reach with new initiatives. To fulfill its mission, Pain BC will diversify its revenue sources rather than rely on a limited range of government or foundation funders.

This Policy is intended to protect the mission and integrity of Pain BC while supporting the organization's fundraising efforts. This policy describes specific criteria and outlines a review and oversight process for evaluating potential relationships with corporate entities.

The Policy was drafted with the following considerations in mind:

- Pain BC's approaches to sponsors should be considered as opportunities to build friends and supporters for the long term.
- The criteria for review should be reasonable and realistic.
- The review and oversight process should not be overly cumbersome.
- Over time, the review process will build a body of knowledge for accepting and soliciting sponsorships.
- The Policy will be reassessed after one year and thereafter as necessary. It is expected that methods for a more effective review and/or gaps in the criteria or the review process will be identified. As a result, modifications will be made to the Policy as appropriate.

### **II. Policy Scope**

This policy covers all corporate funding and sponsorship opportunities offered by Pain BC, including but not limited to Pain BC's communications and social media channels, all educational programming (e.g., workshops, webinars), policy and

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<sup>1</sup> This policy replaces Pain BC's prior Funding Policy (originally approved on July 24, 2013) and was approved by the Board of Directors on March 29, 2017.

system change efforts, engagement activities, research and knowledge translation work.

The Policy applies to all corporate funding and sponsorships received by Pain BC, solicited or unsolicited. Government contribution agreements, grants and contracts, and grants from independent foundations are not classified as sponsorships and need not be evaluated.

### **III. Definitions**

For the purposes of this policy, the following definitions will be used:

**Donation:** a free or philanthropic contribution or gift, usually to a charity or public institution.

**Endorsement:** A formal or explicit approval or promotional statement for a product or service of a corporation.

**Sponsorship:** A sponsorship agreement is a business arrangement whereby a private sector partner commits resources (funding or in kind) to support a specific project or activity but does not share in the profits or risks of the project; the private sector receives a benefit in the way of specific image or marketing opportunities from the association with the project or activity.

Given that sponsorship funds are not considered by the Canada Revenue Agency as charitable donations, no charitable tax receipt will be issued. Under CRA guidelines, a corporation may deduct 100 % of a sponsorship fee as a business expense with certain criteria; sponsors will be expected to consult the CRA website and comply with these requirements.

### **IV. Criteria for Reviewing Potential Funding and Sponsorships**

The following criteria should be used for determining the risks and benefits of accepting funding or sponsorship:

- Pain BC will at all times maintain organizational, editorial and programmatic independence.
- Pain BC will solicit and accept support only for projects and activities that are consistent with our mission, vision and strategies.

- Pain BC will maintain complete control of all funds provided by commercial supporters of any initiative.
- No product or service promotion will take place in the same room as educational events.
- Pain BC will not endorse individual practitioners or companies through sponsorship; this will be explicitly stated on all materials.
- Pain BC will be vigilant at all times to avoid any real or perceived conflict of interest in accepting funding or sponsorships.
- Funding from companies that manufacture or promote products or services such as tobacco, weapons, gambling or pornography will not be accepted.
- Funding from companies that produce pain management medications will not be accepted; pharmaceutical and medical device companies (or their representatives) will not be involved in determining the content of any Pain BC materials (print or online), programs (educational or otherwise), or policies.

#### **V: Evaluation of Funding and Sponsorships**

The major determinants in evaluating funding and sponsorships will be alignment with Pain BC vision, the source of the funding/sponsorship and the value of the funding/sponsorship.

The Executive Director will evaluate all proposed funding/sponsorships and has authority to accept those:

- That are consistent with this policy
- That are in aligned with Pain BC's vision, mission and strategies
- That are valued at less than \$25,000

High profile sponsorships or ones that may be contentious (e.g., where alignment of values between the sponsor agency and Pain BC is uncertain) will be brought forward to the Fundraising Committee for input prior to a decision being made.

Sponsorships over \$25,000 will be brought forward to the Board of Directors for approval.

Reviews of sponsorships over \$25,000 may be expedited by a teleconference and voice vote of the Board.

## **VI: Documentation**

All corporate funding and sponsorships will be bound by a written agreement. Agreements will outline Pain BC's responsibilities, the type of recognition given to the sponsor, any non-promotional perks/benefits, the specifics of the sponsorship (e.g., amount of money, specific in kind supports), the duration of the sponsorship and include the Funding and Sponsorship Policy as an appendix.

## **VII: Funder and Sponsor Recognition**

Public recognition of funders and sponsors is encouraged, both for transparency for Pain BC and for promotional benefit to the funder/sponsor.

For corporate funders/sponsors, acknowledgements will be limited to company name/logo which are an established part of the sponsor's identity, addresses and telephone numbers. Pain BC will determine the final wording and placement of acknowledgement.

Pain BC will not provide product or service references or endorsements of any kind and will state that the inclusion of links to 3<sup>rd</sup> party sites, clinics, health care providers, or the display or mention of such, does not imply endorsement.

The following apply to recognition of funders/sponsor's in print and electronic mediums:

- Pain BC's name and/or logo will appear first and be of equal or larger size than the sponsors.
- Sponsors will be listed alphabetically or alphabetically within sponsorship ranges.

## **VIII: Acknowledgment of Funding Relationship**

Funders may refer to their provision of funding to Pain BC in their promotional materials but no characterization of the funding relationship may be used as evidence of Pain BC endorsement of the funder or any of the funder's products.

Pain BC's logo may not be used on any other website, including those of funding organizations, without the express written approval of Pain BC.

**IX: Exceptions**

Situations that may be exceptions to this policy will be reviewed by the Executive Director in consultation with the Board Chair. Together, they shall interpret this policy in good faith.

**X: Funding Approval and Termination**

Pain BC reserves the right of final approval of all funding and the right to refuse funding or terminate funding agreements if Pain BC deems that the funding criteria have been breached.

**XI: Revisions**

Pain BC may amend this policy by dating and posting a revised policy to the Pain BC website.